



# mindy sunwoo

H: 310) 385-7631

C: 310) 435-6083

[minki526@hotmail.com](mailto:minki526@hotmail.com)  
[munsun.app](https://munsun.app)

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## Skills & Mentions

Proficient at Adobe Photoshop, Illustrator & InDesign

Bilingual in English & Korean

Basic Proficiency in Japanese

Microsoft Word, Excel & Powerpoint

Art Project displayed at Art Center College of Design: Williamson Gallery, 2016

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## Warner Bros., Burbank, California Consumer Goods Designer

(January 2021 – Current)

- Main PD Design Manager for over 30+ licensees: Tabletop, Hydration, Scents and Wall Art
- Developed Style Guide assets for Seasonal Style Guide (2022) and Design Kit (2023)
- Created trend boards, and POV boards based on seasonal/social trends, themes, and color
- Manages categories, which includes : communication and updates with licensees, giving design feedback, reviewing product submissions and samples, and leading creative calls
- Review all 3D and 2D submissions from concept development to final sample phase
- Provides technical aspects of construction of products and components in regard to design and development for all WBD's IPs-
- Understands elements of product design, print and pattern development, color, and typography



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## Bumsan Organic Milk Bar, Los Angeles, California Contract Designer - Consumer Products

(December 2020 – January 2021)

- Explore, interpret and present trend research
- Design graphics, iconography, patterns, and compositions as well as product mockups
- Ensure all designs are cohesive and represent the company's brand identity
- Ability to work within brand guidelines and align all creative with the consumer product
- Review designs from vendors and Jnr. Designers to ensure quality and brand consistency
- Liaise with other internal creative brand peers to gain information and context for projects
- Achieve key delivery dates

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## SM Entertainment USA, Los Angeles, California Contract Designer - Packaging Designer

(September 2020 – December 2020)

- Prep, proof, preflight, and approve final artwork mechanicals and proofs based on designer and vendor output specs, ensuring accuracy, quality, and consistency
- Partner with design, content, and visuals team members on the creation of design
- Ensure the integrity of the approved concept design throughout the production process
- Verify the accuracy of regulated package elements, and basic compliance requirements
- Effectively deliver projects on time and on budget while meeting quality standard
- Review existing templates and systems and implement updates based on real examples and learnings as needed
- Participate in daily collaborative meetings with design and product teams for review and quality revisions



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**Tea Brick, Monterey Park, California**  
**Contract Designer - Consumer Products**  
(September 2020 – October 2020)

- Sketch drafts on paper and digitally to mock-up designs
- Prepare and present designs for review to internal teams and key stakeholders
- Manage design development cycle to meet hard deadlines
- Assist in market research for the target demographic, competition, and brand positioning
- Conceptualize designs from beginning to end including color assortment, casing, and product menu
- Work alongside marketing team to refine and create cost-effective packaging

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**iHeartCats, Anaheim, California**  
**Contract Designer**  
(May 2020 – June 2020)



- Illustrate character design for home decor products
- Report to art director for project assignment
- Provide quality revisions based on reviews with design team
- Transfer hand-drawn illustrations into digital for final formatting
- Create character designs that are consistent with the company's brand identity

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**Netmarble US, Los Angeles, California**  
**Contract Concept Artist**  
(April 2019 - June 2019)

- Conceptualize/draw images based on the style guide for a mobile game format
- Communicate with the company reps to ensure the drawing(s) quality
- Create quick, memorable, and simple characters, props, and environment
- Concept and compose engaging character and scene illustrations
- Work in a highly collaborative fashion with the Design and Product teams

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**ArtCenter College of Design, Pasadena, California**

Bachelor of Fine Arts, Illustration - emphasis on Surface Design

